SIGNAGE SOLUTIONS THAT SOLVE IT ALL

PC-class performance from the market leader in digital signage players

PC-CLASS PERFORMANCE. INFINITE POSSIBILITIES.

Select a feature to learn more

Powerful Video Engine

Live TV

HTML5

Touch/Swipe

Video Walls

Zones

Interactivity

UDP Control

RSS/Social Media Feeds

Live Text

Geo-Fencing

**IP Streaming**

Networking

BrightSign®

POWERFUL VIDEO ENGINE

Advanced dual decoding and superior scaling deliver pristine 1080p video

- Uncompromised decoding, capable of playing dual Full HD or several lower resolution videos simultaneously
  - ✦ For example: four 1080p30 or eight 720p videos

- Decodes up to two 1080p60 video streams at once

- Superior scaling technology delivering pristine 1080p video for any screen or zone size

- Simultaneous playback of content from local, streaming and live content sources

- Accelerated JPEG decompression for instant image display and high-speed transitions

BrightSign®
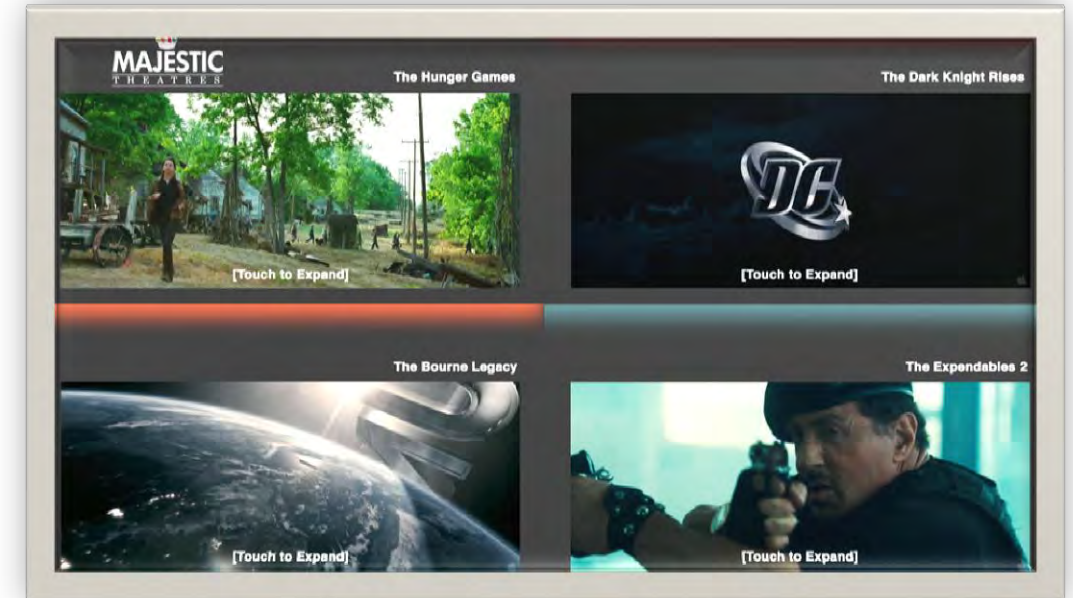
POWERFUL VIDEO ENGINE

Captivating 3D and commanding BrightControl

- Stimulating 3D digital effects are supported with display options of side-by-side, top-over-bottom and frame-packing

- Easily controls screen functions such as power and volume via HDMI using BrightControl (CEC commands)
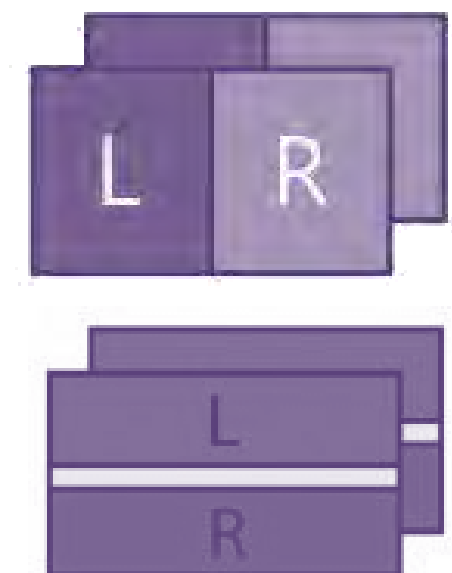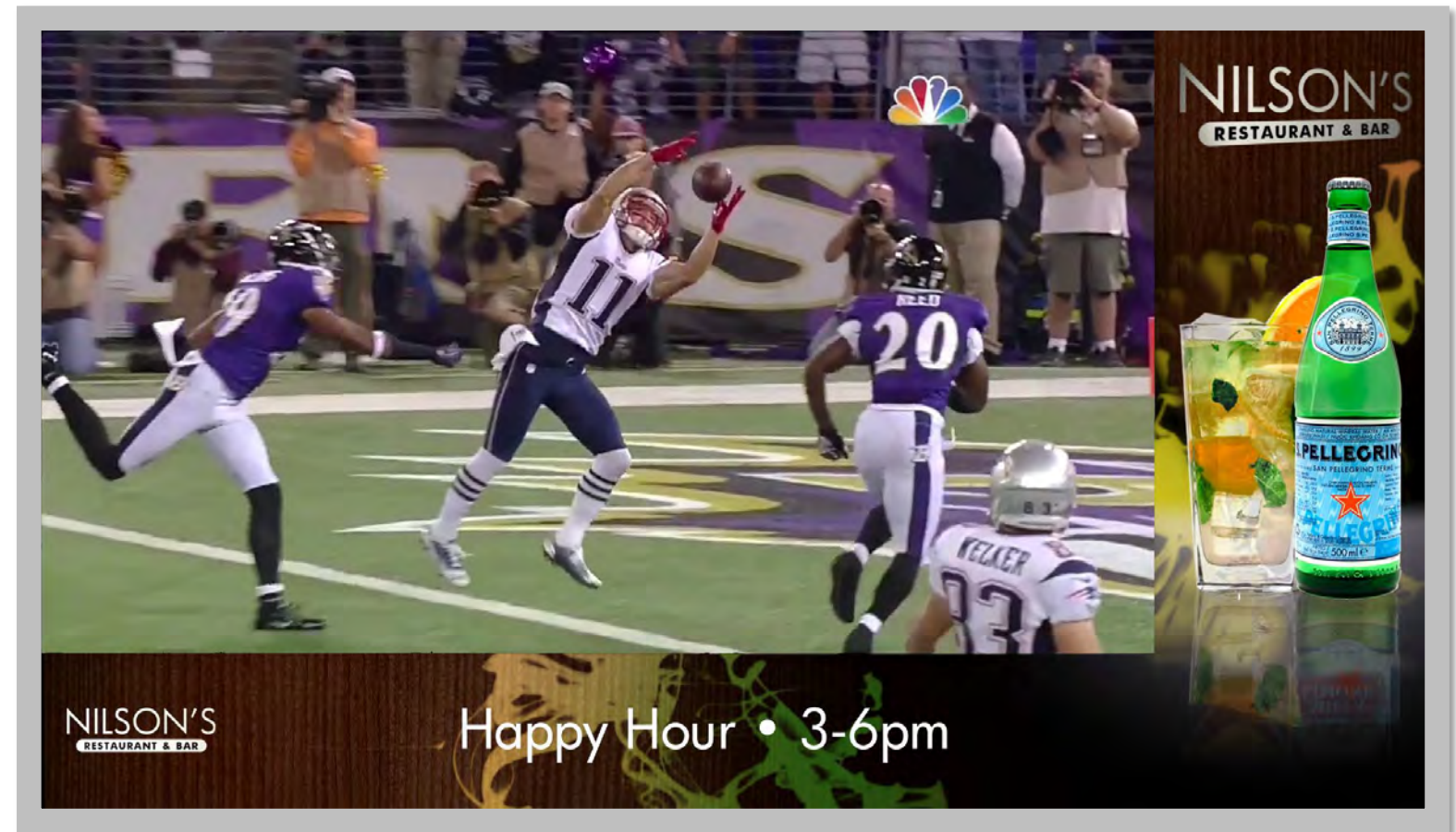
LIVE TV

Engage your audience with Live TV

- Complement your messaging with Live TV and maximize its exposure

- Play any broadcast content, even protected HDCP content via the HDMI Input

- Play cable TV or closed circuit TV broadcasts using the ATSC/Clear QAM Input

- Automatically scale the playback from any zone size to full screen with pristine quality
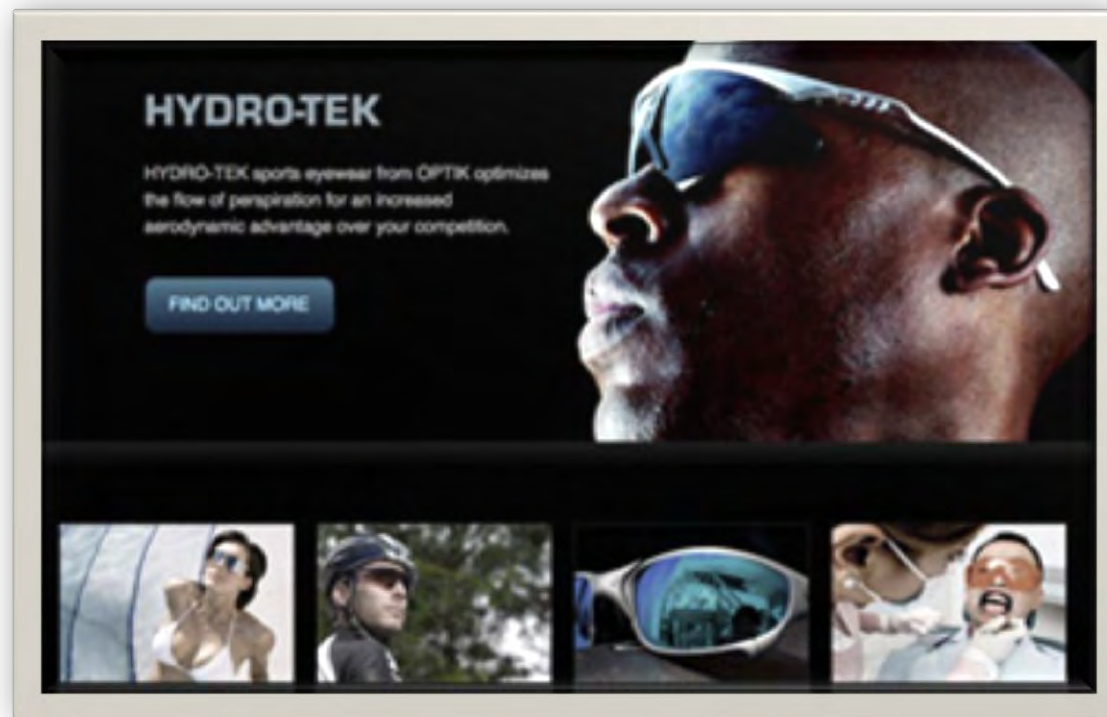
BrightSign®

HTML5

More content development tools at your fingertips

- Create content using familiar and state-of-the-art web development tools

- Take advantage of the innovative capabilities of HTML5 and add them to your BrightSign presentations

- Easily add HTML5 content to your presentations using BrightAuthor

ZONES

Multiply your content delivery with multi-zone layouts

- Playback multiple content files on a single screen with zones

- Supports multiple full screen or scaled videos playing simultaneously

- Abundant content support including Full HD video, images, HTML5, Live TV, audio, text tickers, Live Text, RSS feeds, date/time widgets and more!

- Control each zone with its own playlist

NFL Update | JAC 14 ATL 41 F | SF 17 BAL 10 4th | CLE 27 PIT 17 4th

Clock Zone: Real-time clock & date display

What is your destination?

August 22, 2008 1:37 am

Save 20% off our Mazatlan vacation packages. Hurry, this offer ends soon.

Image Zones: Looping HD images & stylish transitions

Video Zone: Superior HD quality video

Ticker Zone: Scrolling text or RSS ticker feeds

Custom Themes: Supports any TrueType™ font & background image

BrightSign®

ZONES

Play video and audio independently from a single player

- BrightSign can drive separate playlists per zone simultaneously

  - ✦ Zone #1: Audio for background music

  - ✦ Zone #2: Video for store branding

  - ✦ Zone #3: Video for local merchandise promos

- Synchronize zones together and link to lighting and other displays to create an immersive experience
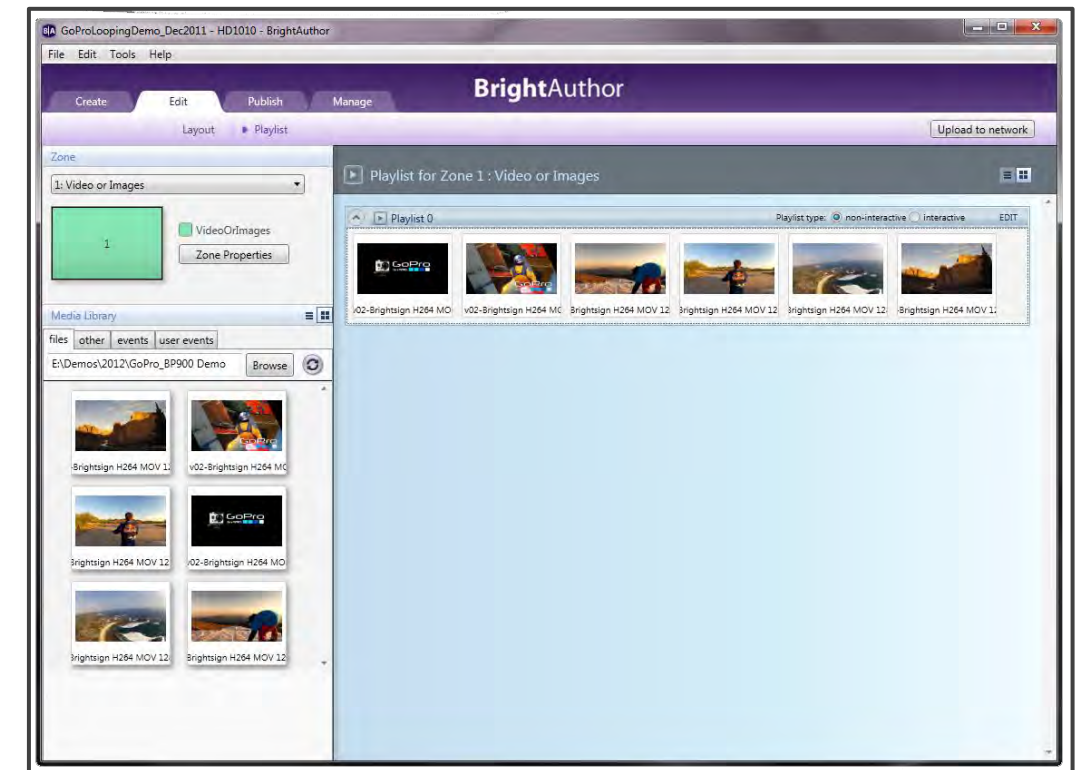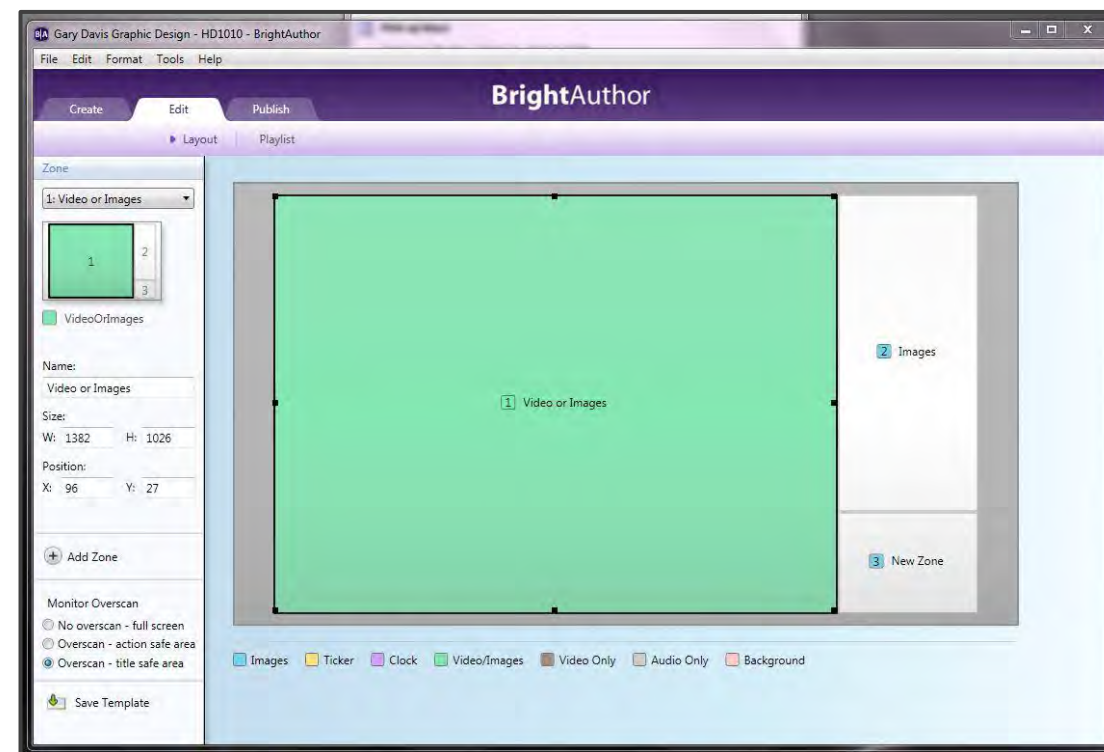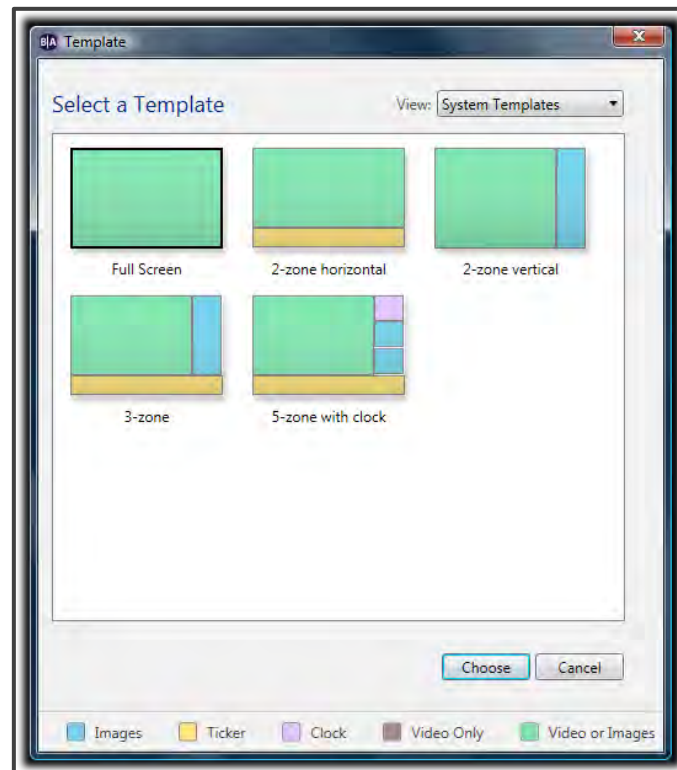
Peeps Flagship store - Maryland
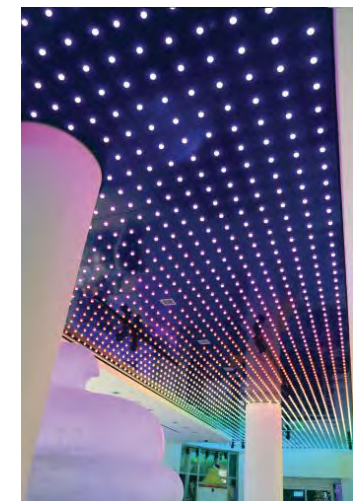
ZONES

Multiply your content delivery with multi-zone layouts

Free BrightAuthor PC software easily creates and publishes presentations

- Use the graphical interface and layout templates to easily create multi-zone layouts
- Build playlists with simple drag and drop tools

BrightSign®

VIDEO WALL SYNCHRONIZATION

Create an impressive and vibrant impression

- Synchronize playback of separate content across every display using the BrightSign Ethernet port

- Supports mixed screen orientation and layouts as well as non-standard display shapes

Eybl retail store – Austria Lackner Mediasystems GmbH

Charles de Gaulle Airport Duty Free – Paris TMM

**Eybl retail store – Austria Lackner Mediasystems GmbH**

VIDEO WALL SYNCHRONIZATION

Create an impressive and vibrant impression

Easy as 1-2-3

1. Choose any configuration of displays - portrait, landscape, a combination of the two and produce content specifically for each screen.

2. Connect a BrightSign player to each display via Ethernet and an Ethernet switch. Players do not need to be on an Internet connected network in order to synchronize.

3. Create your synchronized, multi-display presentation using BrightAuthor - assign one unit as the master which sends synchronize commands to other units to specify what to playback and when.

BrightSign®
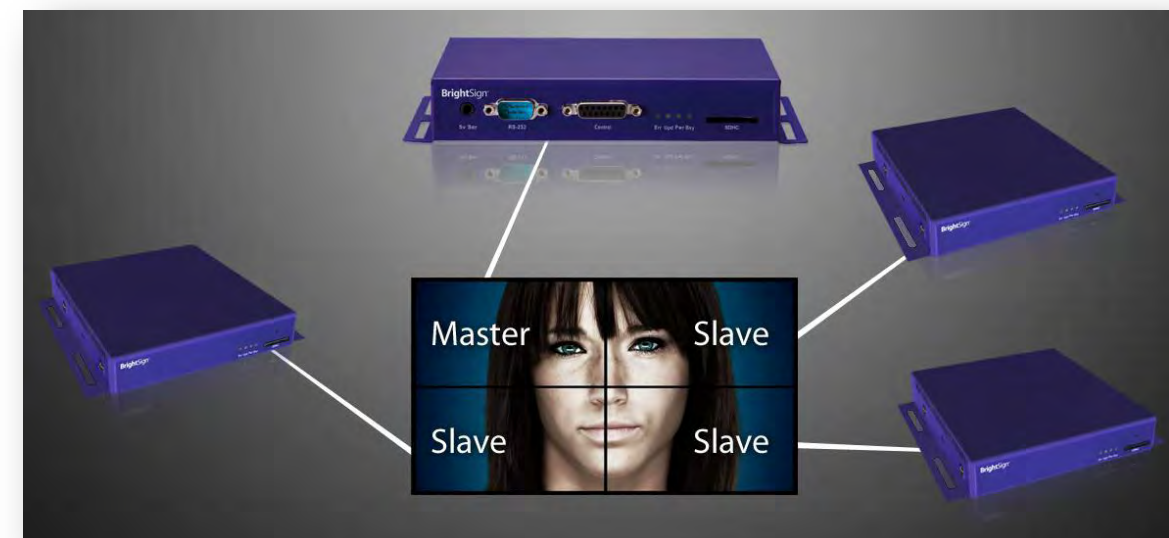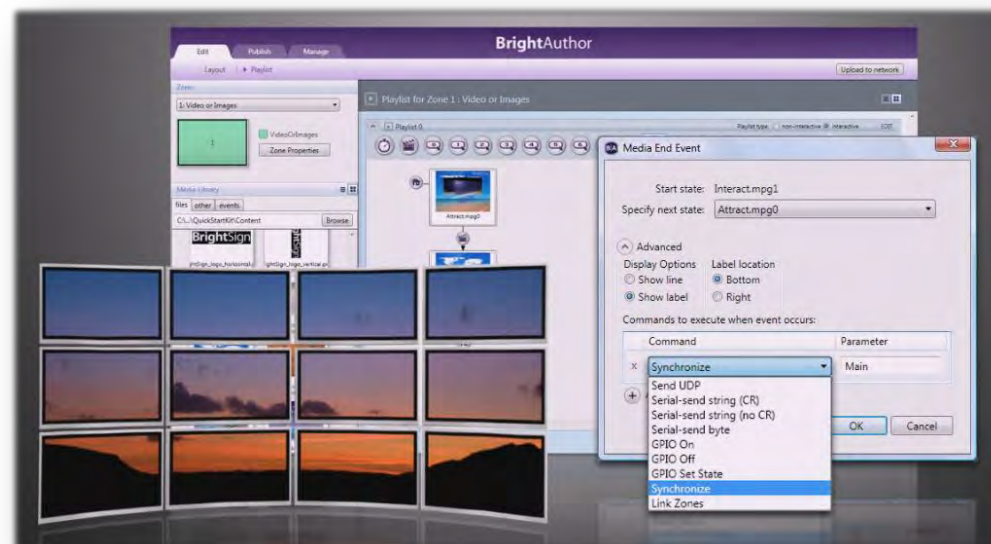
VIDEO WALL SYNCHRONIZATION

Create an impressive and vibrant impression

- Link Zones: Link content between zones to coordinate your messaging across all content types

- Project: Use projectors to display content onto unique mediums for a distinctive effect

- Multi-Media Synchronization: Coordinate playback between video displays, lighting systems and music to create an immersive experience

Infinity car showrooms – Europe
Pixels UK

Hayward Gallery – London
Pixels UK
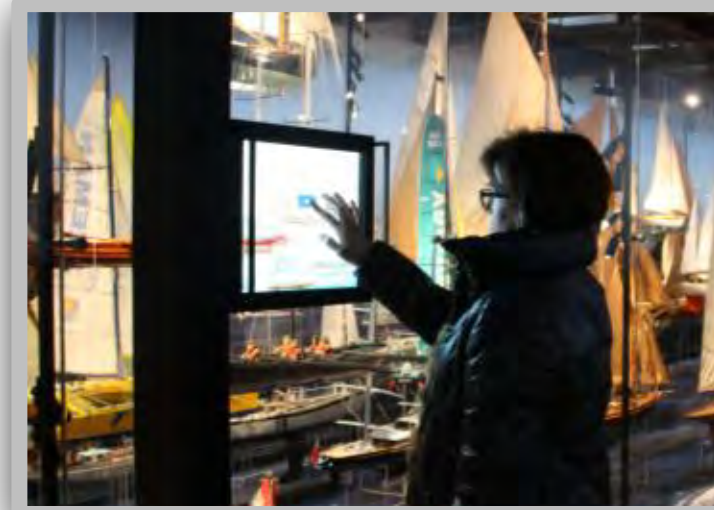
BrightSign®

TOUCH SCREEN

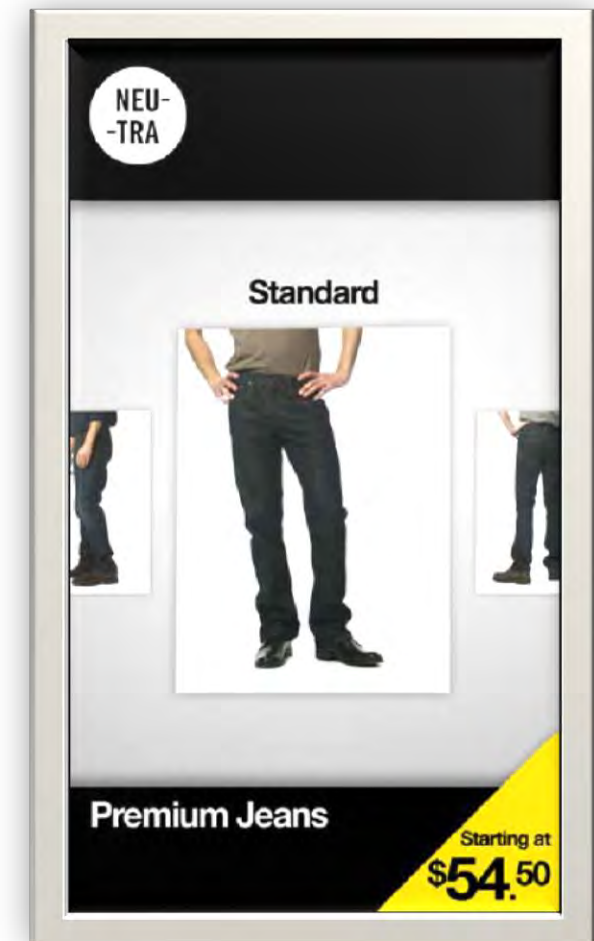## Let your audience control their experience and literally touch your messaging

- Engage your audience with touch and new "swipe" interactive presentations
  - ✦ Create unique product demonstrations that let customers experience your products first-hand
  - ✦ Produce a virtual salesman offering detailed product information
  - ✦ Educate visitors with engaging museum exhibits
  - ✦ Way-finding displays for any public venue or attraction

Cubesmart – USA
Flixio

Scheepvaart Museum – Amsterdam
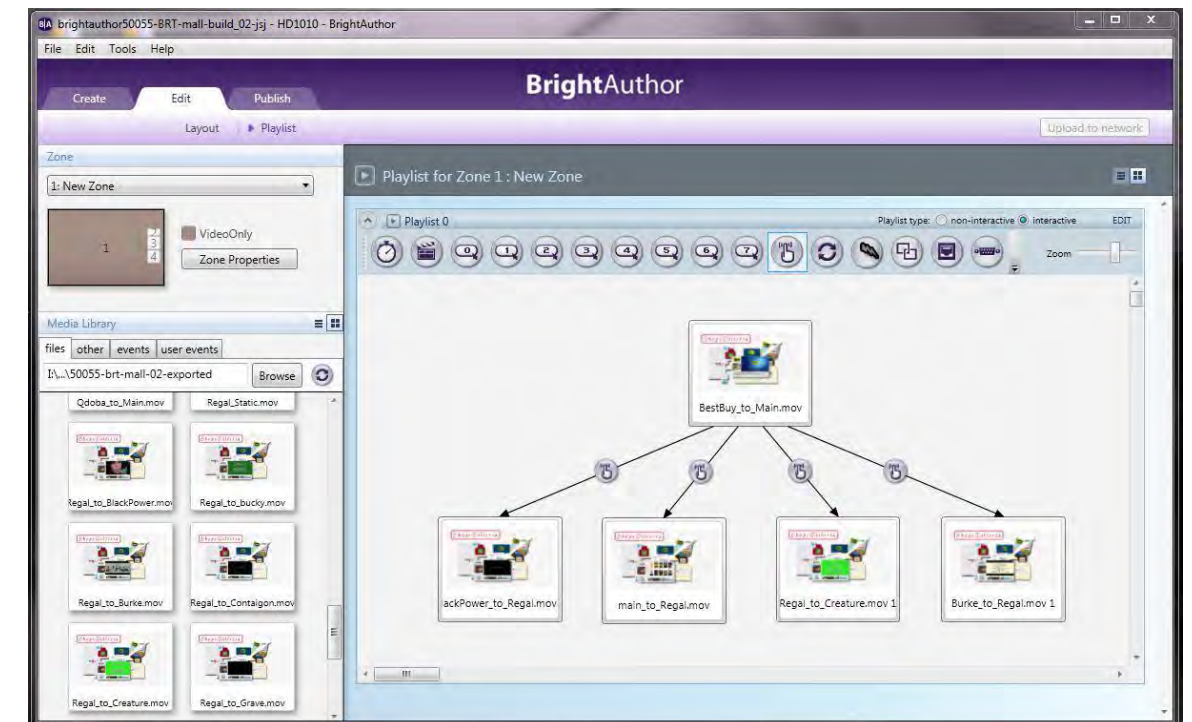**VHS**

BrightSign®

TOUCH SCREEN

Let your audience control their experience and literally touch your messaging

- Easily create touch screen Interactive Playlists using the free BrightAuthor PC software

- **Set your touch and "swipe" areas with a simple visual**-based drawing tool

- Assign content to playback when the touch area is activated by the user

BrightSign®

INTERACTIVITY

Engage your audience with interactive devices and controls

- Trigger playback from virtually any type of interactive device you can dream up!
  - ✦ Touch and swipe screens, barcode scans, motion sensors, RFID, GPIO and USB button controls, IR remote controls, serial devices, keyboards, mice and more

- Demonstrate product operations
- Deliver coupons, pricing and details on merchandise
- Educate and inform visitors

BrightSign®

INTERACTIVITY

Engage your audience with interactive devices and controls

- Easily create Interactive Playlists using the Free BrightAuthor PC software
  - ✦ Use visual-based tools to link media files together with the interactive event of your choice – buttons, touch areas, USB devices, etc.
  - ✦ Build interactive menus that allow you to easily create DVD-style interactive playlists

BrightSign®

UDP CONTROLS

Remotely control and interact with your digital signs

Interact with signage via mobile devices

Interact with digital signs using smartphones and iPads to download coupons or learn more about products

Deliver emergency messaging

Control digital signs remotely to immediately deliver emergency messaging

Integrate with databases

Tap into databases to view inventory, statistics, pricing or even a jukebox of content to control music and video playback

Show controlling

Control the show with UDP or serial controls to power and manage media playback, control AV devices such as projectors, lighting, audio systems and integrate with other show controllers (AMX, Crestron, Alcorn, etc.)

BrightSign®

UDP CONTROLS

Remotely control and interact with your digital signs

- **UDP controls can be sent via BrightSign's** Ethernet port or wirelessly

- **Setup BrightSign to receive UDP commands and define the UDP strings using the free BrightAuthor PC software**

  - ✦ Supports an unlimited number of UDP commands

  - ✦ Utilizes string actions such as playback control, changing from one file to another, pause, resume, change volume, send output, etc.

  - ✦ BrightScript scripting language is available to create complex controls

  - ✦ Serial controls work the same as UDP controls, but utilize the serial port instead

Computer History Museum – California
Bowen Technovation

LIVE TEXT

Instantly publish updates to Live Text fields without republishing the entire presentation

Live Text fields are:

- Real-time text feeds added to a presentation that can be updated independently from the image and video content

- Simple to integrate into any data feed – local or web sourced

- Text fields that are placed on top of videos and image content

- Instantly updated from either your BrightSign Network or a public or private data stream from a web service

- Easily created and served using your BrightSign Network account
  - ✦ Alternately create and host your own XML Live Text feed on the Internet or link to a public or private live data source

ArgoTea – Chicago, New York City and St. Louis

BrightSign®

LIVE TEXT

Instantly publish updates to Live Text fields without republishing the entire presentation

Menu board pricing
Update prices and daily specials instantly from a remote location without republishing the video or image content.

Waitlist displays
Let your customers see who's next in line – great for restaurants, salons, pharmacies and more.

Transportation and event schedules
Connect to schedule databases and display up to the minute arrival and departure times, event schedules, theater show times and more.

Corporate, manufacturing, call center statistics
Link to private data sources to display real-time statistics for your employees.

BrightSign®

LIVE TEXT

Step 1: Create and serve a Live Text feed

- Use your BrightSign Network account and the Web UI to create and serve your own custom Live Text feed
- Each Live Text feed can support any number of fields per feed
- Alternatively locate the URL address of your public or private live data source

LIVE TEXT

Step 2: Add the Live Text feed to your presentation

- Within BrightAuthor, drag and drop the Live Text object onto a Video or Image Zone

- **Set the Live Text feed's source** and data update frequency

- Set the field locations and size for each item on top of the video or image content

- Edit field font size, color, etc.

LIVE TEXT

Step 3: Publish the presentation and update content remotely

- Update Live Text field data remotely using the Web UI

- Alternatively, Live Text fields linked to public or private live data sources will automatically update the fields based on your frequency settings

- Updates to Live Text fields are independent of the rest of your digital signage content

RSS AND SOCIAL MEDIA FEEDS

Live RSS, Twitter and Flickr feeds can be displayed to link your signage to literally any RSS data feed available

Headline news and weather

Link to popular news, weather, sports feeds and more

Stock prices and financial rates

Display up to the minute stock prices, mortgage rates, and more to complement your display

Twitter feeds

Link to a twitter feed to personally welcome visitors or display popular twitter feeds

Flickr photo slideshows

Add Flickr photo slideshows to add style and perspective to your signage
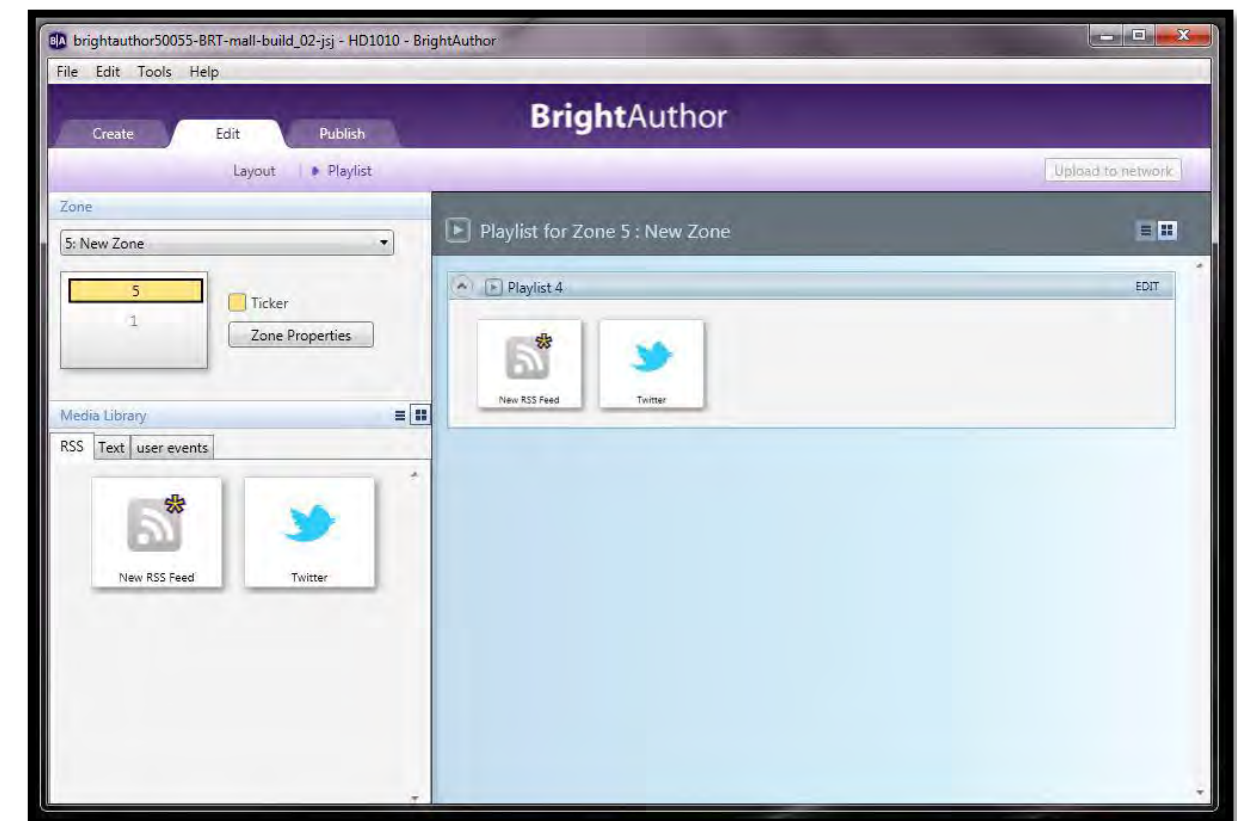
BrightSign®

RSS AND SOCIAL MEDIA FEEDS

Simple steps to implement live content feeds

1. Locate the URL address of a live RSS or Twitter feed

    - Many of the major media companies offer free RSS feeds such as CNN and ESPN

2. Add the feed to your presentation

    - Using BrightAuthor, drag and drop ticker feeds into ticker zone playlists and image feeds into image zone playlists (multiple feeds per playlist are supported)

    - Insert the valid URL address to each feed

3. Publish the presentation and the content will automatically update as the feed updates

BrightSign®

BRIGHTSIGN GEO-FENCING

Moving digital signage that plays back content based on your current location

- BrightSign plays specific audio and/or video content when located within a defined geographical radius

- Applications:

  - ✦ Shuttles, taxis, public transportation and moving billboards: Advertise and promote local businesses

  - ✦ Tour buses and boats: Inform and educate riders with video and audio relevant to the area

BRIGHTSIGN GEO-FENCING

Step 1: Install GPS and identify geo-fence areas

- Install a GPS dongle into the BrightSign USB port

- Identify your geo-fence center coordinates using Google maps
  - ✦ Right-click on the desired spot, select "What's here" and click on the green arrow to show the coordinates

- Decide on the radius from that center point
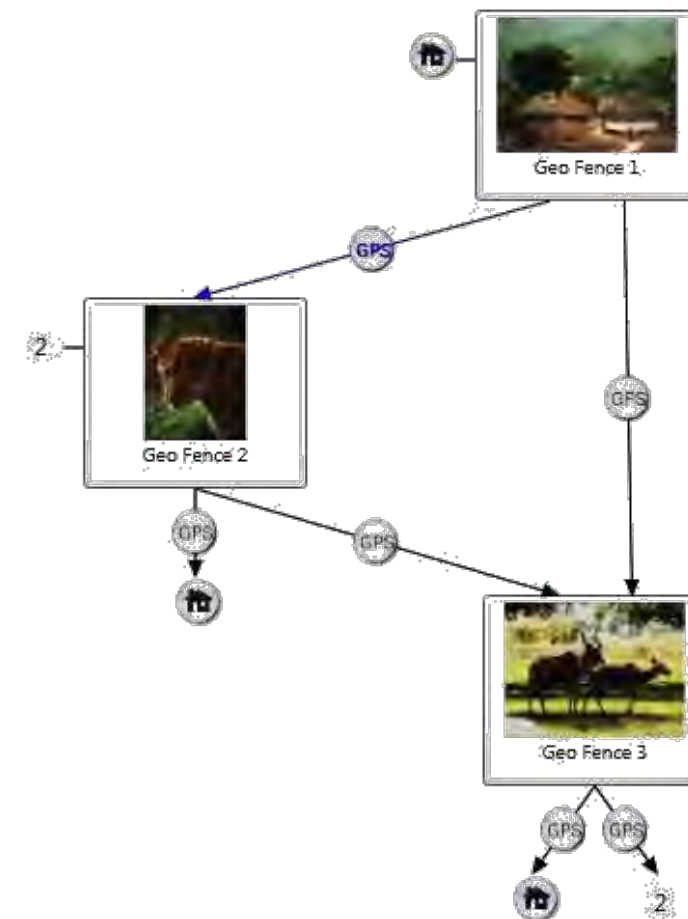
BRIGHTSIGN GEO-FENCING

Step 2: Create the BrightAuthor presentation

- Create an interactive playlist that sets the geo-fence area to assigns the trigger event
  - ✦ Set coordinates and radius for each geo-fence
  - ✦ Assign a GPS event to trigger content playback when entering or exiting the geo-fence

BRIGHTSIGN GEO-FENCING

Step 3: Play it and go!

- See your content change as you move in and out of geo-fences

IP STREAMING

Stream and buffer content for playback when you need it

- Stream, buffer and play back content from IP cameras supporting the RTSP unicast streaming protocol

- Supports streaming motion JPEGs within image zones and video streams within video zones

- Support multiple video streams simultaneously with BrightSign XD
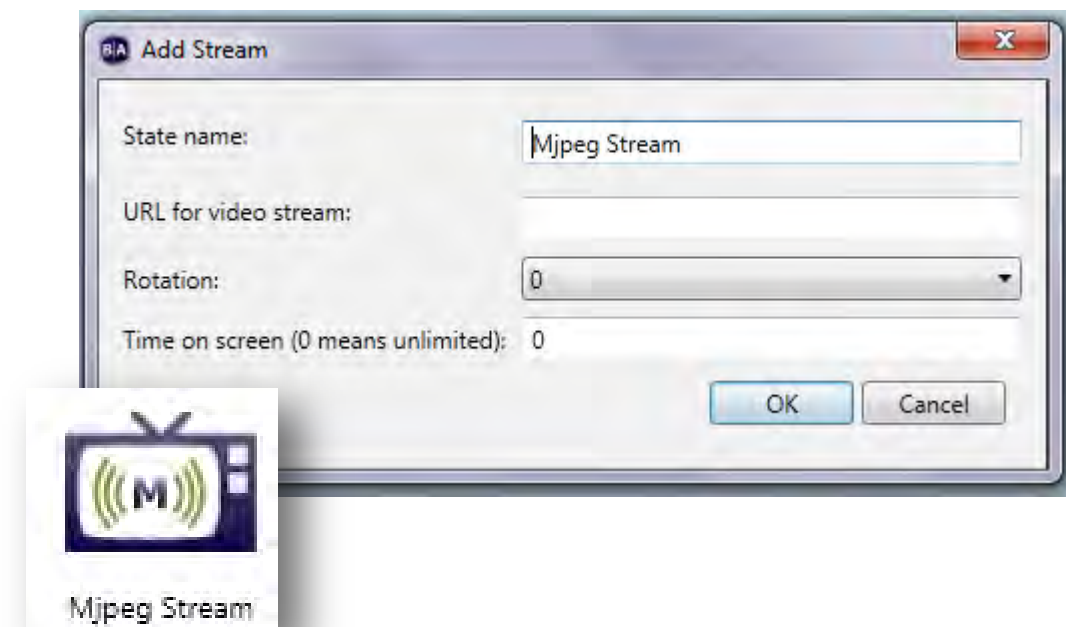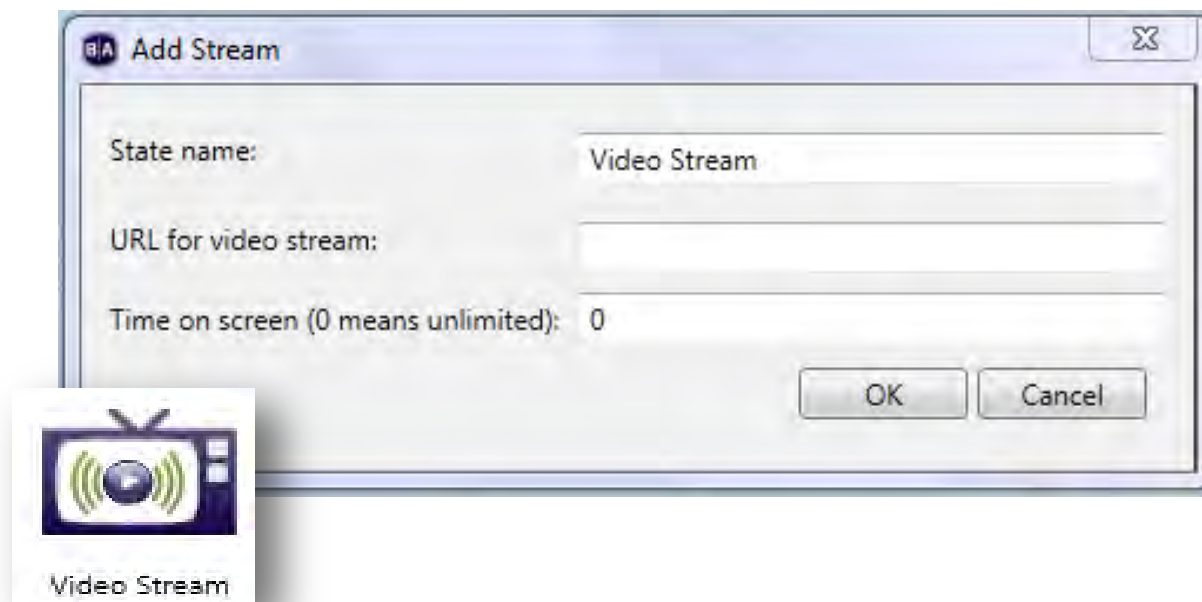
BrightSign®
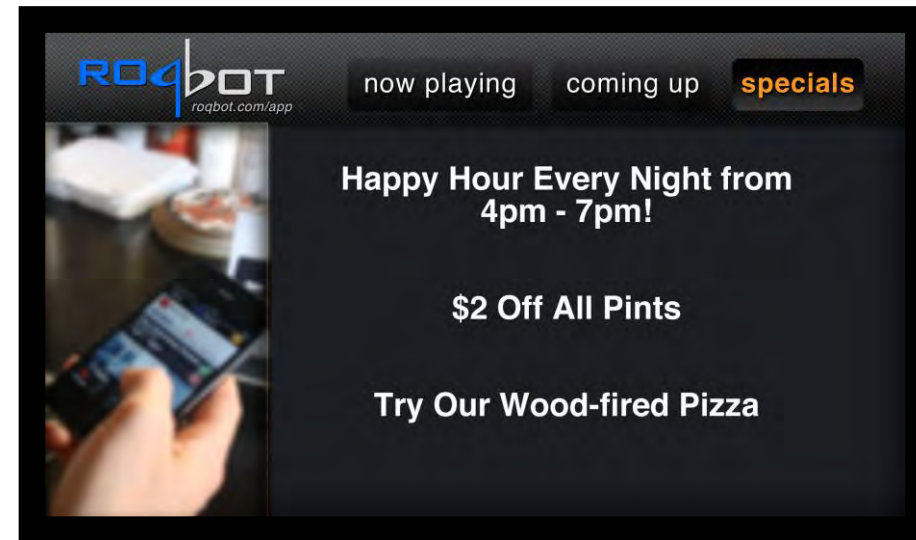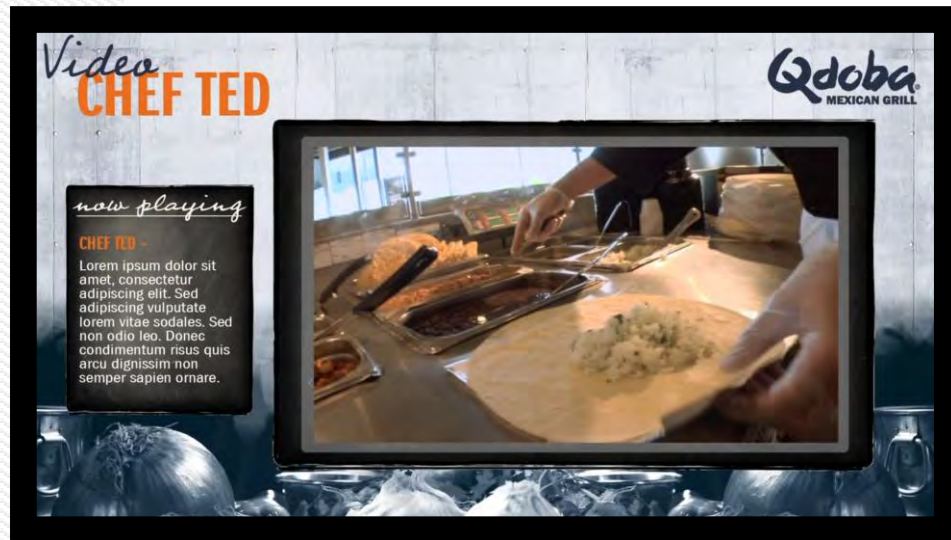
IP STREAMING

Stream and buffer content for playback when you need it

- Easily add streams to playlists using free BrightAuthor software

- Includes an option to rotate streaming content

- Integrate with third party streaming content service providers with optional custom development

NETWORKING

Update content, playback live content and easily manage your digital signs remotely

Benefits of Networking Digital Signs:

- **Convenient Content Updates**: Easily change what's being displayed and without having to physically go to the controller.

- **Scheduling and Publishing**: Plan your signage presentation schedule and publish updates remotely.

- **Live Content Feeds:** Connect to and display real-time Live Text fields for menu board pricing and transportation schedules. Add literally any RSS feed to display popular news, weather, sports, stock prices, mortgage rates, Twitter, Flickr photos, etc.

- **Secure Network Management:** Manage and monitor the network health of your remote digital signs.

- **Content Management:** Manage your content library in the cloud.

BrightSign®

NETWORKING

BrightSign offers a wide range of networking solutions

Simple File Networking (your web space)

Local Area Networking (your network)

BrightSign Network (full service cloud-based solution)

BrightSign Network Enterprise Edition
(BrightSign Network installed on a privately hosted network)

BrightSign®

NETWORKING

BrightSign offers a wide range of networking solutions

Feature	Simple File Networking	Local Area Networking	BrightSign Network	BrightSign Network Monitoring Only	BrightSign Network Enterprise Edition
Remote Content and Firmware Updates	✓	✓	✓	Optional Fee per Update	✓
Internet Connection Required	✓		✓	✓	✓
Scalable	✓		✓	✓	✓
Reporting	✓ Log file access only	✓ Log file access only	✓	✓	✓
Scheduling	✓	✓	✓	✓	✓
Publish to Group	✓	✓	✓	✓	✓
Network Group Management			✓	View-only Access	✓
Health Status Updates & Notifications			✓	✓	✓
Schedule Management			✓	✓	✓
Device Recovery			✓	✓	✓
Network Unit Management			✓	View-only Access	✓
Network Administration			✓		✓
Permission-based User Access			✓	✓	✓
Web-based Administration			✓	✓	✓
Pricing	Free	Free	Subscription	Subscription	Server License

BrightSign®

NETWORKING

BrightSign Network is an affordable, subscription-based hosted digital signage solution

BrightSign Network Features:

- Delivers the complete infrastructure to serve, manage and support your digital sign network

- Provides a cloud-based service that frees you from the complexities of hosting and maintaining your own network

- Scalable solution that is ideal for any size network

- Provides you with the tools and interface to:
  - ✦ Distribute presentations
  - ✦ Monitor the activity and status of displays
  - ✦ Manage networked players and network groups
  - ✦ Perform network administration functions
  - ✦ Assign user roles and permissions

BrightAuthor

BrightSign Network

Web UI

BrightSign®